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DIGITAL MARKETING 101





What is digital marketing?

Why digital marketing?

Benefits of digital marketing:

- Broad geographic reach
- Ability to target
- Cheaper than traditional marketing
- Easy to quantify results and ROI
- Speak directly to your audience



Types of Digital Marketing

- Search engine marketing (SEM)
- Social media (SMM)
- Text message marketing
- Email marketing
- Mobile marketing
- Paid digital ads, such as web display marketing
- Content marketing



At AR Extension, we primarily use:

- Organic SEO
- Social media marketing
- Content marketing
- Email marketing

A large orange circle is positioned on the left side of the slide, partially cut off by the edge.

Tools for Digital Marketing at Extension

- Website
- Social Media
- Constant Contact
- Facebook Ads
- SlickText

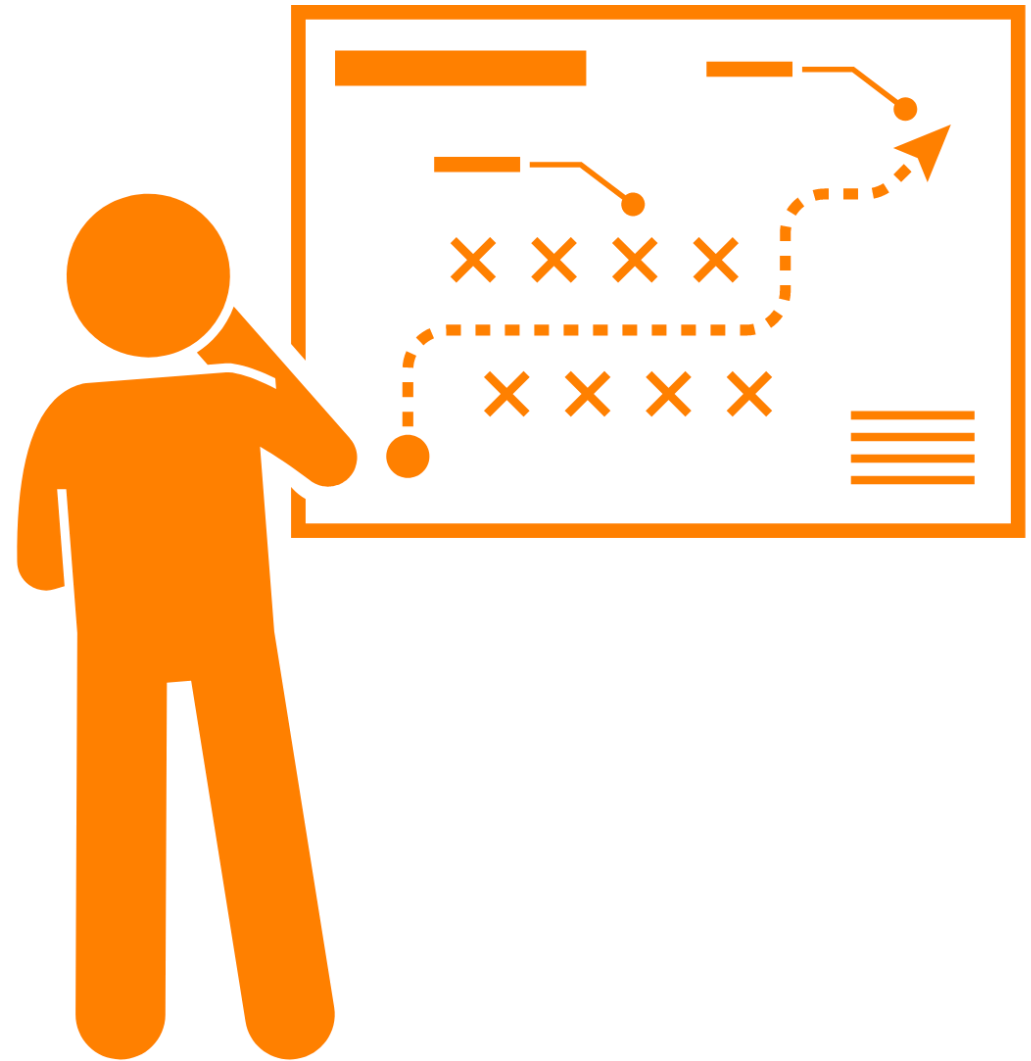
Get Web Help: uada.edu/web-help

Find Social Media Resources: uada.edu/social-media

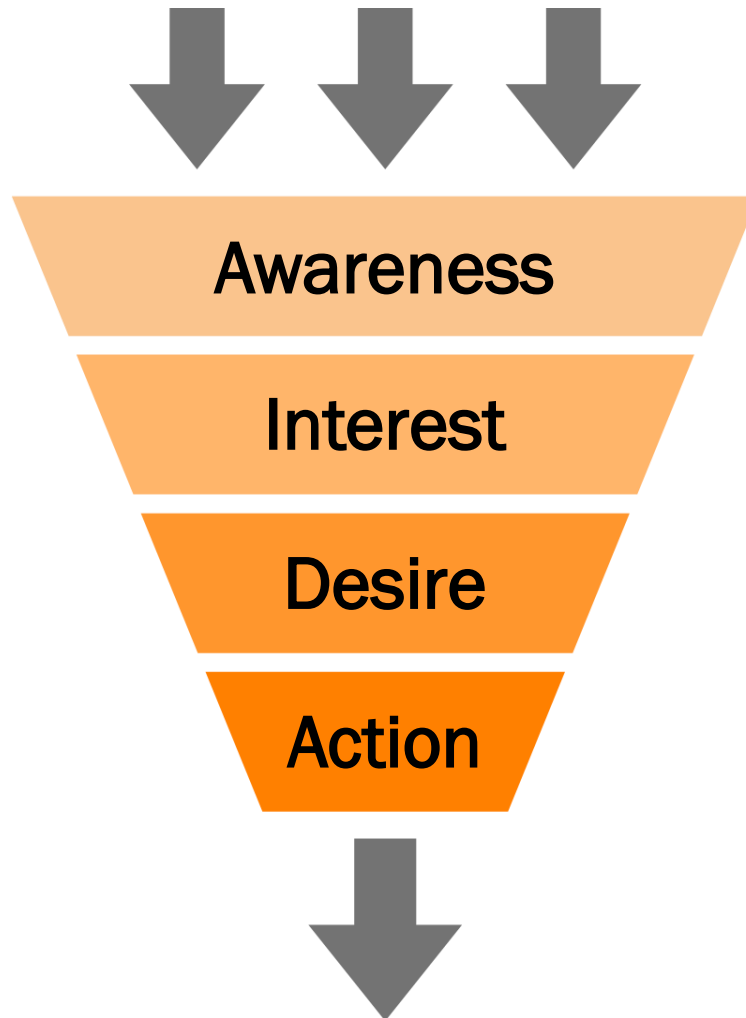


Determining Your Strategy

- Don't try to do everything all at once; know what's feasible
- Start small and build strong
- Look for high-reward opportunities
- Study your analytics to see what people respond well to
- Assess your budget
- Understand the marketing funnel

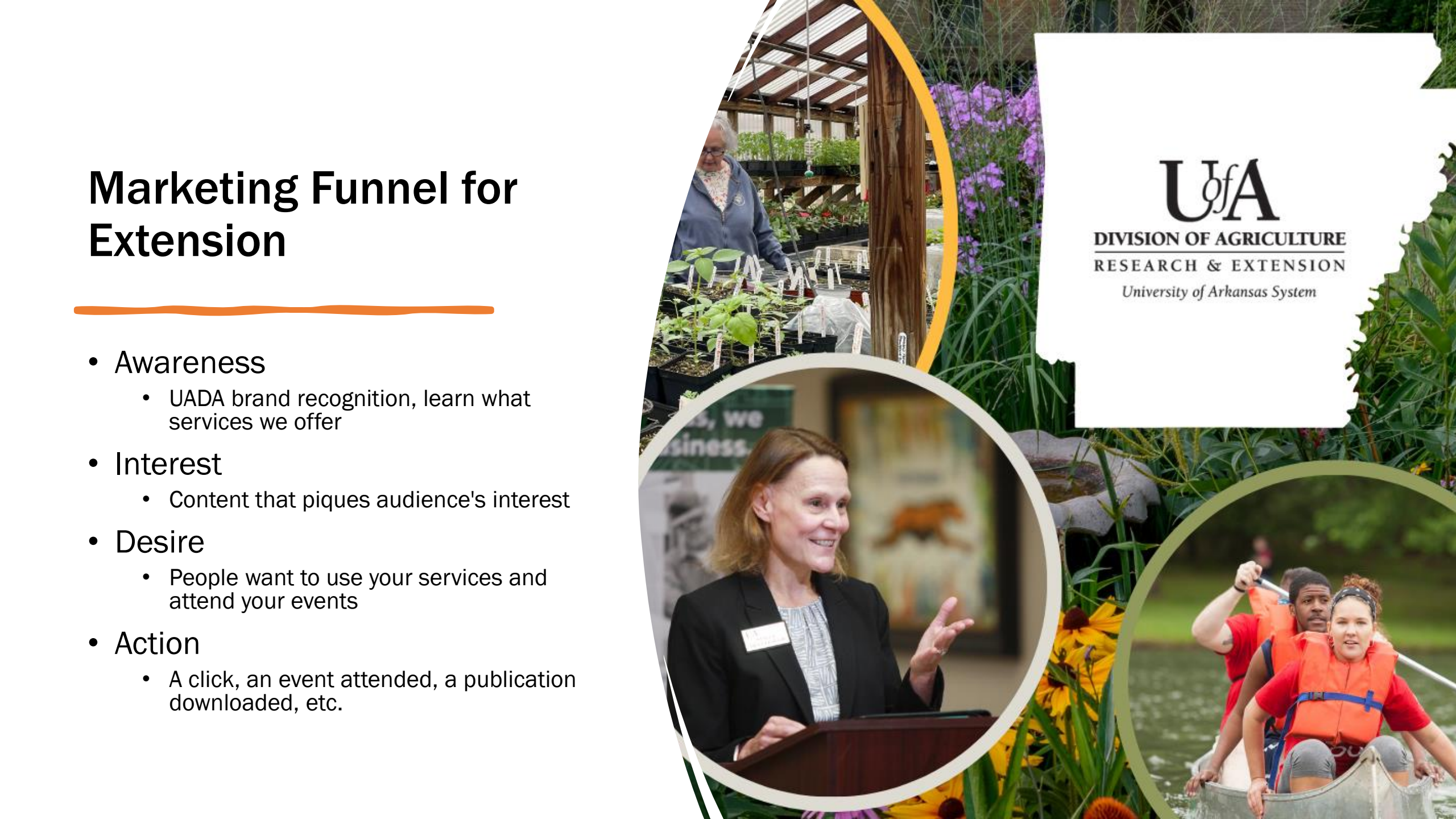


Marketing Funnel



Marketing Funnel for Extension

- Awareness
 - UADA brand recognition, learn what services we offer
- Interest
 - Content that piques audience's interest
- Desire
 - People want to use your services and attend your events
- Action
 - A click, an event attended, a publication downloaded, etc.

The background of the slide is a collage of images related to agriculture and community. It includes a woman in a blue jacket working with seedlings in a greenhouse, a woman in a black blazer speaking at a podium, and a group of people in orange life jackets canoeing on a river. The U of A logo is overlaid on the right side.

U of A
DIVISION OF AGRICULTURE
RESEARCH & EXTENSION
University of Arkansas System

Marketing Our “Best Kept Secret”

- Brand Awareness
 - Brand Recognition: familiarity with your “brand”
 - Brand Recall: ability to remember your “brand” in relevant situations
 - Brand Associations: Perceptions of, and associations with, your “brand”
- Build a Brand Story
 - Narrative
 - Personality, voice, and tone
 - Consistency across platforms
 - Make it visual!



Creating a Campaign

A marketing campaign includes:

- Purpose (Why?)
- Objective (What?)
- Target audience (Who?)
- Message/tone/branding (How?)
- Channels/medium (Where?)
- Timeline (When?)
- Budget (How much money?)
- Success metrics (How effective were we?)



*Download marketing
campaign worksheet!*

A campaign is:

*A series of strategic tactics that
promote a brand's goals/objectives.*

Setting Marketing Objectives

- Examples of marketing goals
- SMART goals
 - Specific
 - Measurable
 - Attainable
 - Relevant
 - Time-bound

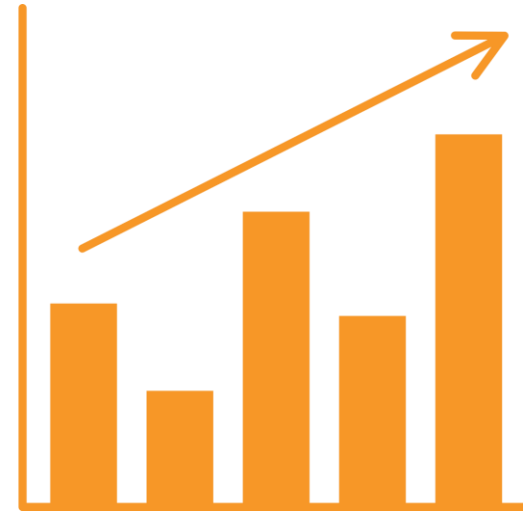
#GOALS!

Goal: “Increase my Facebook followers by 1,000 people by December 31, 2023.”

Measuring Your Success

- Why measure?
- Glossary:
 - ROI – Return on Investment
 - KPI – Key Performance (or, Progress) Indicators
- Measure web traffic, content performance, leads, social media analytics, clicks, etc.

Measuring your success keeps you from spinning your wheels too much.





What is content marketing?



Creating and sharing content
online that is relevant to your
audience, but
***doesn't explicitly promote
your brand or services.***

Content Is KING!

Client expectations are changing

Online content is cornerstone of digital marketing

- Attracts and educates new clients
- Establishes credibility
- Builds loyalty
- Inspires action



Examples of Content Marketing

- E-newsletters
- How-to videos
- Podcasts
- Webpage or blog post
- Social media posts



A screenshot of a Facebook post from the Arkansas Cooperative Extension Service. The post features a video thumbnail with pink flowers and logos for the University of Arkansas Division of Agriculture and the Master Gardener program. The text promotes a Master Gardener Plant Sale and includes a link to find a sale near the user.

 Arkansas Cooperative Extension Service is in Arkansas.
April 12 · 🌐

Check out this video to see our State Master Gardener Coordinator Randy Forst talk about WHY you should attend a Master Gardener Plant Sale this spring! 🌱

Find a Master Gardener Plant Sale near you ➡ uaex.uada.edu/plant-sales


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MASTER
GARDENER

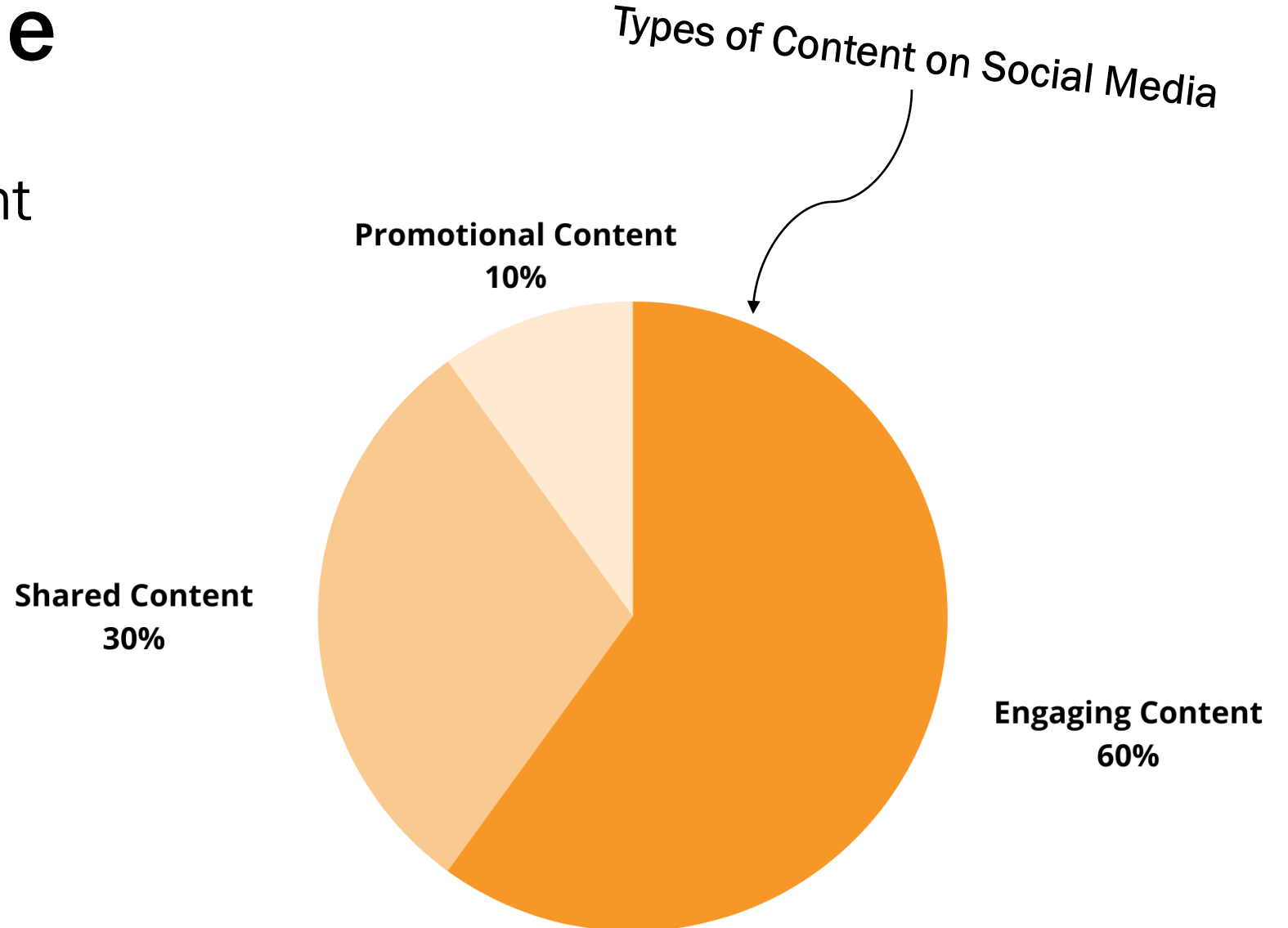
YOUTUBE.COM

Arkansas Master Gardener Plant Sales
It's that time of year - Master Gardener PLANT SALE time! Plant sal...

60/30/10 Rule

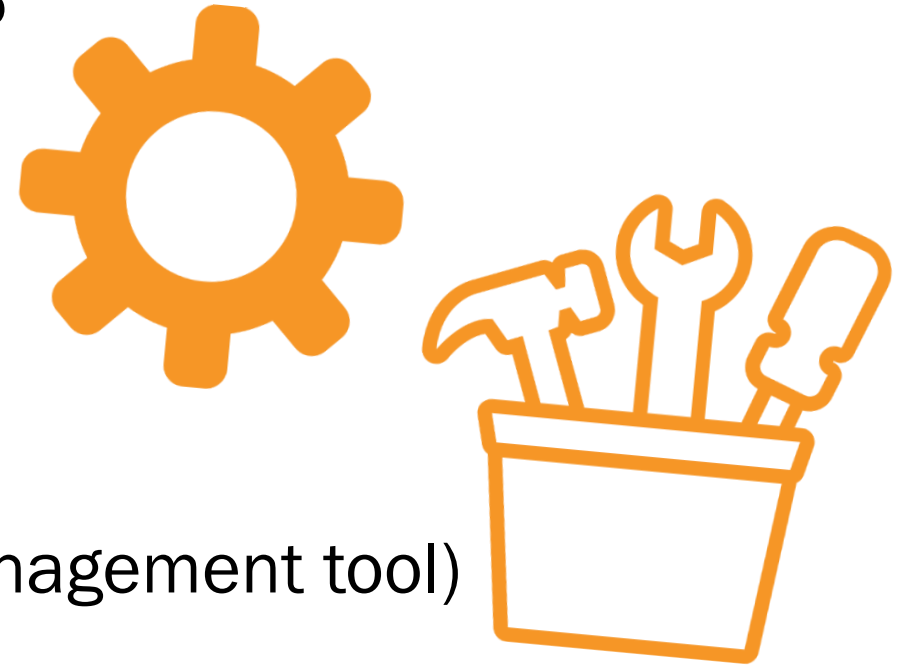
- 60% engaging content
 - (4-6 posts/week*)
- 30% shared content
 - (1-2 posts/week*)
- 10% promotional content
 - (1 post/2 weeks*)

** based on goal of 1 post/day*



Helpful Tools and Resources

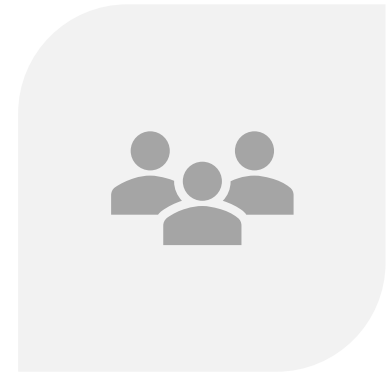
- SlickText (SMS marketing service)
- Canva
- Smartphone Apps
 - InShot (Video editing apps for mobile)
- Meta Business Suite (free social media management tool)
- Facebook Ad Library
- Constant Contact (email marketing software)
- Google Data Studio reports (uada.edu/web-help)
- UADA Calendar (uada.edu/add-events)



**Thanks for
watching!**



Questions?



Reach out to
Comms!

uada.edu/comms